

Classification: **Communications Specialist**
Working Title: **Content Marketing Writer**
Position Number: 524580

POSITION SUMMARY

Under the direction of the Creative Marketing Manager, this position assists with written content for Travel Wisconsin's consumer website, TravelWisconsin.com, it's business to business websites and other marketing channels.

Duties include developing, writing, and editing content for digital and offline formats. This position works with in-house marketing, public relations, social media and customer service staff to assist in integration of marketing initiatives across digital and print content. An understanding of a variety of writing styles, digital content strategies, integrated communications and marketing practices is required. This project position plays a critical role supporting the increase in programmatic work resulting from COVID-19 relief funds administered to bolster the Tourism Economy's recovery. The term of this project position concludes September 30, 2023.

This position is headquartered at Travel Wisconsin's office in Madison, WI (3319 West Beltline Highway, Madison, WI 53708) and will have the option of working remotely up to 3 days per week upon agreement of the Supervisor. This schedule may change based on operational needs and organizational requirements.

GOALS AND WORKER ACTIVITIES

40% A. Assist with production of online written content in accordance with Travel Wisconsin brand voice guidelines.

- A1. Assist with researching and writing content, including feature stories for Travel Wisconsin websites using writing techniques for online audiences to improve user experience and engage target audiences as they move through the marketing funnel.
- A2. Assist with seasonal article updating process.
- A3. Write copy for website landing pages and post content on websites using content management system.

35% B. Assist with proofreading and editing content.

- B1. Assist with proofreading content from internal and external writers. Maintain the quality of published content, editing and revising pieces for flow, structure, target audience, SEO keyword phrases, voice and brand.
- B2. Serve on publications team and assist with content strategy planning and ensure integration with Travel Wisconsin marketing strategies.
- B3. Assist with content review to ensure all-around consistency with copy (style, fonts and tone)

20% C. Support consumer email newsletter editorial process.

- C1. Assist with writing and proofing copy for consumer email newsletters to ensure accuracy and brand tone.
- C2. Support internal staff with development of content assets for newsletters.
- C3. Provide input on editorial calendar.

5% D. Provide support for Department of Tourism projects and other duties as assigned.

- D1. Assist with various marketing projects, as assigned.
- D2. Other duties as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED

- 1. Excellent writing, research and editing skills
- 2. Coursework or training in communications or writing, or related field and practical experience
- 3. Strong organizational and planning skills
- 4. Understanding of search engine marketing strategies
- 5. Understanding of integrated marketing, content marketing strategies and brand development
- 6. Experience publishing online content using content management tools, using digital assets management tools and proficiency with Microsoft Office Products.
- 7. Ability to work collaboratively and as part of an integrated marketing team.
- 8. Detail oriented; able to prioritize and meet deadlines.
- 9. Excellent communication skills
- 10. Strong critical thinking, problem solving and analysis skills
- 11. Knowledge of diversity, equity, access, and inclusion (DEAI) concepts and ability to promote and implement DEAI concepts